

said means for generating the subscriber profile generates the subscriber profile as a probabilistic determination of the at least one aspect of the subscriber not defined in the viewing characteristics.

5 81. The system of claim 79, wherein
 said means for retrieving a set of rules retrieves a set of rules that define demographic parameters of the subscriber; and
 said means for generating the subscriber profile generates the subscriber profile as a demographic representation of the subscriber.

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 82. The system of claim 79, wherein
 said means for retrieving a set of rules retrieves a set of rules that define product interests of the subscriber; and
 said means for generating the subscriber profile generates the subscriber profile
15 identifying product interests of the subscriber.

 83. A method for generating a subscriber profile, the method comprising:
 monitoring subscriber interactions with a television;
 processing the subscriber interactions in order to characterize interaction traits
20 associated with the subscriber;
 retrieving heuristic rules associated with the interaction traits, wherein the
 heuristic rules predict non-interaction traits about the subscriber, the non-interaction traits
 not being limited to child/adult distinctions; and

generating the subscriber profile by applying the heuristic rules to the interaction traits.

5 84. The method of claim 83, wherein said generating the subscriber profile includes generating the subscriber profile having at least one non-interaction trait that is not child/adult distinction related.

85. The method of claim 83, wherein the non-interaction traits are demographic traits.

10 86. The method of claim 83, wherein the heuristic rules associate the interaction traits to the non-interaction traits.

15 87. The method of claim 86, wherein interaction traits to non-interaction traits associations include at least some subset of
channel change speed to gender, income level or a combination thereof;
programs to gender, work status, or a combination thereof; and
program categories, program sub-categories, program content or some
combination thereof to gender, age, income level, family size, or some combination
20 thereof.

88. The method of claim 83, wherein the heuristic rules assign probabilities for the interaction traits having certain non-interaction traits associated therewith.



89. The method of claim 88, wherein the non-interaction traits having probabilities assigned thereto include at least some subset of age, income, family size and gender.

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90. The method of claim 88, wherein each of the non-interaction traits are divided into categories and each category is assigned a probability.

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91. The method of claim 83, wherein the subscriber profile assigns probabilities associated with the subscriber having certain non-interaction traits.

92. The method of claim 91, wherein the each of the non-interaction traits of the subscriber profile are divided into subcategories and each category is assigned a probability.

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93. The method of claim 83, wherein the non-interaction traits are product interests.

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94. The method of claim 93, wherein the product interests are not limited to products associated with children and products associated with adults.

95. The method of claim 83, wherein the subscriber profile may represent a single subscriber or a household of subscribers.

96. The method of claim 83, wherein the subscribers identity is not known.

5 97. A method for generating a subscriber profile, the method comprising:
processing subscriber interactions with a television in order to characterize
interaction traits associated with the subscriber;
retrieving heuristic rules associated with the interaction traits, wherein the
heuristic rules predict non-interaction traits about the subscriber; and
generating the subscriber profile by applying the heuristic rules to the interaction
10 traits, wherein the subscriber profile is not limited to child/adult distinctions, advertising
associated with children or advertising associated with adults.

15 98. A method for generating a subscriber profile, the method comprising:
accessing interaction traits defining how a subscriber interacts with a television;
retrieving heuristic rules associated with the interaction traits, wherein the
heuristic rules predict non-interaction traits about the subscriber, the non-interaction traits
including at least some subset of gender, income level and family size; and
generating the subscriber profile by applying the heuristic rules to the interaction
20 traits.

99. A method for generating a subscriber profile, the method comprising:
characterizing subscriber interactions with a television as interaction traits;

retrieving heuristic rules associated with the interaction traits, wherein the
heuristic rules associate the interaction traits to non-interaction traits, the interaction traits
to non-interaction traits associations including at least some subset of channel change
speed to gender, channel change speed to income level, program genre to gender,
5 program genre to income level, and program genre to family size; and
generating the subscriber profile by applying the heuristic rules to the interaction
traits.